

Underprice Sale of Dresses

Not Philanthropy---Merely a Matter of Business

N EITHER a desire to be philanthropic, nor big-hearted generosity can be ascribed as our reasons for this underpricing—it's a matter of business, pure and simple—cold, calculating unsympathetic business. Speaking plainly, we have more dresses than we should have at this time of year—overestimated the number necessary for the season's business. And now these dresses must be disposed of at prices which are altogether to your advantage—prices lower by far than have ever been made on garments of equal quality. The established policy of the Popular is to carry nothing from one season to the next—the clearance must be absolute, regardless of loss.

\$7.75 Dresses for street wear, and several very pretty fancy styles, made after the newest modes. The materials are of excellent quality wool serges, panama and challie, and silk messaline and taffeta. A good variety of styles is shown, many prettily trimmed, and a complete range of color. The garments in this lot sell regularly for \$12.50 to \$15.00.

\$12.75 Street dresses, evening dresses and pretty dancing frocks are shown at this wonderfully low price. Attractively designed garments, made of chiffon, messaline, voile, net, colienne and marquisette for evening and dancing, and the street styles of serge, voile and challie. Many of these are beautifully trimmed and the color range is great enough to suit all tastes. Ordinarily the dresses in this lot sell for \$19.50 to \$24.50.

\$16.75 Dainty dancing frocks and evening gowns, made of plain and bordered chiffons, fancy nets, coliennes, marquisettes and messalines, in the delicate shades. Handsomely made dresses for the street made of splendid quality wool serges and voiles and the silk messalines in the stylish colors. The values shown in this grand lot are, to say the least, exceptional. These are our \$25.00 to \$29.50 styles.

\$19.75 Handsome costumes for the street—beautiful dresses for evening—dainty frocks for party or dancing. The garments shown at this price are astonishingly good, showing the newest of fashion ideas, the most correct fabrics and trimming effects, and clever designs. Chiffons, marquisettes, messalines, crepe de chine, nets, serges, and other desirable materials are used in making. Many \$35.00 garments are included.

\$24.75 The splendid dresses which we offer at this very popular price are grand values. Cleverly designed costumes for street or evening, prettily trimmed and made of the best quality materials. When you consider the fact that many of these formerly sold for \$39.50, you can form an idea of the qualities. The street dresses are made of extra quality French serges and plain color silks—the evening dresses of the sheer materials.

\$29.75 Among the beautiful garments of which this lot is made up, you'll find many exclusive models in both for street and evening wear—only one of a kind. The costumes for evening wear are made of best quality chiffon cloth over silk, of fine nets and marquisettes, of silks and other suitable materials. For the street they are made of extra quality serges and broadcloths. Real values are up to \$47.50.

\$38.75 The garments offered at this price are suitable both in style and quality for wear at the smartest of the social functions. Many of them are exact reproductions of gowns designed by the greatest of the Parisian modistes. Each one is an exclusive model—no two garments alike. They are made of the finest qualities of the appropriate materials after the season's most approved models. Regularly they sold for \$50.00 to \$75.00.

½ Price Exactly half the former prices is the way we offer our finest evening gowns. This applies to the real imported garments and the higher priced reproductions. It includes many handsome hand-headed, jeweled and embroidered gowns of net, cachemire de soie, crepe meteor, rich satins and silks, and real lace. Each one of these are exclusive garments. Regularly these sold for \$150.00 to \$350.00.

Kimonos \$3.75 Handsome full length Kimonos made of best quality all wool challie. These we show in a splendid variety of colors, light, dark and medium, and in floral, Persian and oriental designs. Neatly finished with satin bands in colors to harmonize. The regular prices of these pretty garments are \$6.00 and \$6.50.

Half Price Sale in Millinery Dept.

Trimmed Hats, Pattern Hats, Untrimmed Shapes and Many Handsome Trimmings at Half

T HIS store's millinery has always been famous for its moderate pricing and in this sale those very fair prices are halved. The best we have is offered you—the superb imported models—the handsome hats for dress or street—perfect types of the most favored millinery styles. For the week we've added to the lines of trimmed hats several other items, all priced in the same way. Untrimmed shapes, fine quality wings, Aigrettes, and children's silk beaver hats.



Evening Wraps

W ITHOUT doubt you'll need one of these for theater wear or to the many coming social events. We show a particularly attractive line of both the coats and capes, fashionably designed and of the correct materials, for the week's selling we have made up three groups of exclusive styles, made of chiffon broadcloths, and heavy satins, richly trimmed. The reductions are as follows:

Evening coats and Capes, regularly sold up to \$39.50, each..... **\$24.75**
Evening Coats and Capes, regularly sold up to 49.50, each..... **\$28.75**
Evening Coats and Capes, regularly sold up to \$75.00, each..... **\$38.75**

Sale of Tailored Suits, Continued

Offering Greater Values than Have Ever Been Given in Any Such Event

T HE remarkable sale of tailormade suits will be continued all this week. While the buying has been active, there still remain many handsome ones to choose from, and each one a grand bargain. In the special lots we have included our newest and best styles. Do not delay the selection of the winter suit—buy now while the prices are low.

\$15.50, \$19.50, \$24.50, \$29.50

Rich Furs for Xmas

W E CAN suggest no gift which will afford more lasting pleasure than will a good fur set or neck piece or muff. Our showing of these offers a wide range of choice both as to quality and price. Furs are sold here with our guarantee of satisfaction.

Separate muff and neck pieces or sets are shown in the genuine mink, Jap mink, black lynx, brown fox, white hare, Isabelle fox, sable, marten, French cone and many other furs of excellent quality.

Pillow and Rug Muffs.....\$5.00 to \$95.00
Neck pieces.....\$3.50 to \$100.00
Sets, neckpiece and muff.....\$7.50 to \$250.00

Monday Morning Special

On Sale 9 to 12 O'clock

Holiday Handkerchiefs

Nearly a hundred dozen handkerchiefs of quality suitable for Christmas. All linen sheer Shamrock linen, full swiss hand embroidered, hemstitched, scalloped edged, initial and colored border styles in quantities worth to 50c. Purchases amounting to one dollar or more will be put in pretty holiday boxes. Monday morning, 9 to 12 o'clock, **25c**

Monday Evening Special

On Sale 6 to 7 O'clock

Women's Silk Hose

All plain silk hose, with little special heel, toe, sole and garter top. In black, white, red, pink, blue, tan, champagne, heliotrope, gold and other colors. These we put in fancy holiday boxes, without extra charge. It's a quality regularly sold for \$1.25 a pair. Monday evening, from 6 to 7 o'clock we will sell them (not more than three pairs to each customer) a pair..... **\$1.00**

Beginning Monday, December 12th
Our Store Will Remain Open Until 7 O'clock



A WORD about good linens is never out of place. Just now it is especially apropos, as it may suggest to you a suitable gift for Christmas. Excellent values will be found in each one of these items:

TABLE DAMASK.
All pure linen damask, two yards wide, full bleached, in a large variety of neat, new designs. A special lot of the 85c and \$1.00 qualities has been selected, and specially priced, a yard..... **69c**

TABLE DAMASK.
Full bleached all pure linen double damask, full two yards wide, in beautiful, new, floral and conventional designs. Our regular \$1.25 and \$1.35, qualities are specially priced, a yard..... **98c**

TABLE DAMASK.
Extra heavy double Belfast damask, all pure linen, fine satin finish, 72 to 90 inches in width and in handsome new designs. Qualities regularly sold for \$1.75 and \$2.00, specially priced, a yard..... **\$1.49**

NAPKINS.
Full bleached and silver bleached napkins of all linen damask, the 22x22 and 24x24 inch sizes, in a large variety of patterns. A regular \$3.00 quality at the extra special price a dozen..... **\$1.98**

NAPKINS.
Extra quality, full size dinner napkins of fine, all linen satin damask of the Irish and Austrian manufacture. Very new and attractive designs. \$2.50 and \$4.25 values, specially priced, a dozen..... **\$2.98**

LINEN SETS.
Handsome sets of table cloth and napkins, some square, others the round, scalloped styles, are put up in fancy holiday boxes for Christmas giving. Extra values are offered at a set, \$3.98..... **\$22.50**

CLUNY.
Genuine hand-made chunly fancy linen, center pieces, scarfs, doilies, lunch cloths and table cloths. A magnificent variety of styles to select your Christmas gifts from. All prices, from 20c..... **\$45.00**

SMALL LINENS.
Lunch cloths, scarfs, center pieces in the plain linen, in the hemstitched, embroidered, lace trimmed and drawn work effects, and many handsome pieces in the satin damask. Prices range from 25c..... **\$5.00**

PATTERN TABLE CLOTHS.
We have a number of pattern table cloths, without napkins, in the regulation sizes, of all linen damask, and a lot of odds and ends of napkins which we offer at a considerable reduction.

Kimono Silks 49c

Cheney Bros. Kimono Silks, thirty inches wide, in a large variety of handsome floral and Japanese designs and all colors. A quality regularly sold for 75c; special Monday and Tuesday..... **49c**

Cheney Bros. extra quality kimono silks in Japanese, oriental and floral designs in light, and dark color effects. The regular \$1.00 quality, a yard..... **63c**

SCARFING.
Extra quality all silk crepe de chine scarfing in a variety of handsome designs and colors. A regular \$1.25 quality, a yard..... **98c**

BROADCLOTH.
Extra quality Chiffon Broadcloth fifty-six inches wide, thoroughly sponged and shrunk. All shades in the \$3.00 quality; specially priced, a yard..... **\$1.98**

Umbrellas \$2.85

Extra quality gloria silk umbrellas, good strong frame, steel rod with handsome gold, silver, wood and gold and pearl handles. Suitable for Christmas giving. A regular \$4 quality; Monday, each..... **\$2.85**

All silk umbrellas, extra quality showing a variety of unusually handsome style handles in gold, silver, natural and polished woods, and pearl with gold and silver. A very special value, each..... **\$5.00**

Gloves

"Fownes" gloves make acceptable Christmas gifts. They're gloves which you can give feeling confident that you are giving a present of real worth. We show them in a variety of qualities and in all the stylish shades. In fancy holiday boxes without extra charge. \$1.50 and \$2.00 a pair

Buy a Merchandise Certificate

If you cannot solve the puzzle as to what will be the most appropriate gift, buy a Merchandise Certificate for the amount you wish to spend. This allows the recipient to choose the things most wanted. We issue them for any amount desired.

Select Your Toys Now

D O NOT wait until the "eleventh hour" to choose the toys for the little folks. Now the stocks are complete—with everything to delight the children. A little later assortments will not be so good and selection will be more difficult and less satisfactory. Toys bought now may be left here with instructions for delivery at any time you wish. Remember that the toys which we show in

TOYLAND

Are the good serviceable kinds—nothing of the worthless sort is given room here. You'll find it far more satisfactory to give one gift which will last rather than a half dozen which are soon broken.

The Popular Half Dollar Doll

T HE very best and prettiest dolls ever sold for a half dollar. One kind is 16 inches long full jointed body, with curly hair, movable eyes and bisque head. The other is 14 inches long, with jointed kid body, curly natural hair, movable eyes and bisque head. Very special value, each..... **50c**
Write a post card to Santa Claus and drop it into the letter box in Toyland. Ask the "toy man" for one.

Another Big Sale of Women's Fancy Neckwear

T HE splendid success of our neckwear sale of a few weeks ago will undoubtedly be repeated in this week's event, for the values offered are equally as good, perhaps even better than before. Christmas shoppers in particular should see these pretty things—they help to lessen the cost materially. This line has been divided into five groups for our customers' convenience in selecting.

17c Dainty style jabots, stocks, turnovers, bows, chemisettes and Dutch collars, made of fancy and plain silks, fine white lawns and linens, lace trimmed and embroidered. None of these are worth less than 35c, many of them are 50c styles.

35c Beautiful linen, lawn, plain and fancy silk and lace chemisettes, stocks, bows, turnovers, jabots and Dutch collars, in white and colors. Effectively trimmed with suitable laces and embroideries. Regularly these would sell for 65c and 75c each.

98c In this set you'll find neck things handsome enough to wear with any gown. Beautifully designed pieces of linen, lace, lawn, satin and silks, embroidered, and trimmed with fine meshlin and Irish hand crochet laces. The values are up to \$2.25.

Sterling Silver Gift Things Extra Quality Felt Slippers 75c

A LITTLE list, just to show how very moderate our prices are on the sterling silver novelties. Quality is fully guaranteed.

Toilet Sets.....\$5.00 to \$24.50
Manicure Sets.....\$5.00 to \$11.50
Infants' comb and Brush Sets.....\$1.25 to \$3.50
Hat Brushes.....\$1.25 to \$1.75
Clothes Brushes.....\$2.50 to \$3.00
Puff Boxes.....\$2.50 to \$3.75
Hair Brushes.....\$3.75 to \$5.00
Whisk Brushes.....\$1.25 to \$2.25
Soap Boxes.....\$1.50 to \$3.00
Tooth Brush Jars.....35c to 75c
Napkin Rings.....50c to \$2.00
Salt and Pepper Sets.....\$1.50 to \$4.50
Bon Bon Plates.....\$4.50 to \$5.00
Children's Cups.....\$3.25 to \$3.00
Spectacle Cases.....\$5.50

FANCY CLOCKS.
Many novel little styles are shown in clocks for the mantel or in leather cases for travelers. These are all good time keepers as well as very ornamental.
Mantle Clocks, in gilt, gunmetal and silver pretty styles \$1.25 to \$3.00.

Women's extra quality felt slippers, plain or fur trimmed, in all sizes and colors, very special value, a pair..... **75c**
MEN'S SLIPPERS.
Suitable styles for Christmas, made of fine quality vicci kid, in black, wine and tan, lined with soft kid and with solid leather soles, a pair..... **\$2.00**

Couch Covers

Extra quality tapestry couch covers, sixty inches wide, three yards long, fringed all around. In handsome Bagdad and oriental stripes and colorings. Regular \$2.75 values, special price..... **\$1.89**

PORTIERS.
Full size 1 3/4 by 3 yards, handsome oriental designs and colors, heavy fringe top and bottom. A \$4.50 value, a pair..... **\$2.69**
3x7 feet window shades, hand made, a regular 75c value, each..... **75c**

All the Week We Will Continue the
\$11.35 Sale of Men's Suits \$11.35
Styles Regularly Sold for \$15.00, \$16.50 and \$18

SEAL
YOUR
XMAS
PACKAGES
WITH
RED CROSS
STAMPS

The Popular
DRY GOODS CO. INC.

DO YOUR
SHOPPING
EARLY—
IN THE
MONTH—
IN THE
DAY